

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1523  
 Buyer Laura Bassett  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K-ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1523  
 Flight Dates 08/14/2012 - 09/03/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	08/14-09/03	7A-9A	GOOD MORNING AMERICA	.30	\$30.00	7	3	21	\$630.00
2	TU-F,M	08/14-08/27 08/28-09/03	9A-10A	JUDGE MATHIS	.30	\$35.00	3 4	2 1	6 4	\$350.00
3	SA	08/18-09/01	8A-9A	GOOD MORNING AMERICA WK	.30	\$65.00	1	3	3	\$195.00
4	SU	08/19-09/02	11A-12P	THIS WEEK	.30	\$60.00	1	3	3	\$180.00
5	TU-F,M	08/14-08/27 08/28-09/03	10A-11A	PEOPLE'S COURT	.30	\$75.00	2 3	2 1	4 3	\$525.00
6	TU-F,M	08/14-09/03	11A-12P	VIEW	.30	\$65.00	4	3	12	\$780.00
7	TU-F,M	08/14-08/27 08/28-09/03	12P-1P	MILLIONAIRE	.30	\$45.00	2 3	2 1	4 3	\$315.00
8	TU-F,M	08/14-09/03	2P-3P	GOOD AFTERNOON AMERICA	.30	\$45.00	1	3	3	\$135.00
9	TU-F,M	08/14-09/03	3P-4P	GENERAL HOSPITAL	.30	\$85.00	2	3	6	\$510.00
10	TU-F,M	08/14-09/03	5P-6P	DOCTORS	.30	\$70.00	4	3	12	\$840.00
11	TU-F,M	08/14-09/03	6P-630P	NEWS14 ABC45	.30	\$115.00	5	3	15	\$1,725.00

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 Estimate# 1523 Buyer Laura Bassett Flight Dates 08/14/2012 - 09/03/2012 Salesperson ( )  
 Phone# Hiatus Weeks Salesperson Phone# 202-955-5342  
 Fax# Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
12	TU-F,M	08/14-08/27	630P-7P	ABC WORLD NEWS	.30	\$180.00	5	2	10	\$2,340.00
		08/28-09/03					3	1	3	
13	SA	08/18-08/18	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
		08/25-09/01					0	2	0	
		MADE-GOOD BY LINE 5 34 31]								
31	SA	09/01-09/01	330P-7P	COLLEGE FOOTBALL-MIAMI VS. BC	.30	\$435.00	1	1	1	\$435.00
		MKGD FOR SPOTS MISSED ON LN #13. 9/01 1/WK, MKGD FOR SPOTS MISSED ON LN #18. 8/28 1/WK]								
34	F	08/31-08/31	1202A-108A	JIMMY KIMMEL	.30	\$25.00	1	1	1	\$25.00
		MKGD FOR SPOTS MISSED ON LN #13. 8/25 1/WK]								
14	SA	08/18-08/25	630P-705P	ABC WORLD NEWS	.30	\$40.00	1	2	2	\$80.00
		09/01-09/01					0	1	0	
		Buyline Comment. 1X AIRED AT 705P ON 8/25								
		MADE-GOOD BY LINE 5 35]								
35	SA	09/01-09/01	8A-9A	GMA WEEKEND	.30	\$40.00	1	1	1	\$40.00
		MKGD FOR SPOTS MISSED ON LN #14. 9/01 1/WK]								
15	SU	08/19-09/02	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	3	3	\$180.00
16	TU-F,M	08/14-08/27	730P-8P	FAMILY FEUD	.30	\$185.00	2	2	4	\$1,295.00
		08/28-09/03					3	1	3	
17	M	08/20-09/03	8P-10P	BACHELOR PAD	.30	\$645.00	1	3	3	\$1,935.00
18	TU	08/28-08/28	10P-11P	NY MED	.30	\$410.00	0	0	0	\$0.00
		MADE-GOOD BY LINE 5 31]								
19	W	08/29-08/29	8P-9P	THE MIDDLE/SUBURGATORY	.30	\$490.00	1	1	1	\$490.00
20	W	08/22-08/22	9P-10P	MODERN FAMILY/HAPPY ENDINGS	.30	\$665.00	1	1	1	\$665.00

Rep Order# 9780425 Ver# 21 Mod# 7 Status Confirmed Traffic Order# 1348180

Last Received: 09/05/2012 12:28 PM  
Showing Buylines: All Lines

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Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
21	W	08/15-08/15	10P-11P	20/20	.30	\$390.00	1	1	1	\$390.00
22	TH	08/30-08/30	9P-10P	WIPEOUT	.30	\$745.00	0	0	0	\$0.00
				MADE-GOOD BY LINE 5 291						
29	SA	09/01-09/01	8P-1130P	COLLEGE FOOTBALL MICH VS. BAMA	.30	\$745.00	1	1	1	\$745.00
				MADE-GOOD BY LINE 5 22. 8/30 [1/WK]						
23	F	08/17-08/24	9P-11P	20 / 20	.30	\$420.00	1	2	2	\$840.00
24	SU	09/02-09/02	8P-9P	SECRET MILLIONAIRE	.30	\$575.00	0	0	0	\$0.00
				MADE-GOOD BY LINE 5 361						
36	SU	09/02-09/02	8P-9P	ONCE UPON A TIME	.30	\$575.00	1	1	1	\$575.00
				MADE-GOOD BY LINE 5 361						
25	SU	08/19-08/26	9P-11P	EXTREME MAKEOVER	.30	\$620.00	1	2	2	\$1,240.00
26	TU-F,M	08/14-09/03	11P-1135P	NEWS14 ABC45	.30	\$90.00	5	3	15	\$1,350.00
				Buyline Comment. 1X AIRED AT 1137P ON 8/29 DUE TO CONVENTION						
27	TU-F,M	08/14-09/03	1135P-1202A	NITELINE	.30	\$45.00	5	3	15	\$675.00
				Buyline Comment. 1X AIRED AT 1217M ON 8/30 DUE TO CONVENTION						
				NIGHTLINE AIRED 1157P-1224A						
28	TU-F,M	08/14-09/03	1202A-108A	JIMMY KIMMEL	.30	\$25.00	2	3	6	\$150.00
				Buyline Comment. 1X AIRED 120A ON 8/30 DUE TO CONVENTION						
				KIMMEL AIRED 1224A-130M ON 8/30						
30	SU	08/19-08/19	11A-12P	THIS WEEK	.30	\$90.00	2	1	2	\$180.00
32	F	08/24-08/24	9P-11P	20/20	.30	\$400.00	1	1	1	\$400.00

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33	W	08/22-08/22	10P-11P	NY MEDICAL	.30	\$480.00	1	1	1	\$480.00

---REPORT TOTALS---

Report Totals. 180 / \$20,720.00

---SALES MONTHLY TOTALS---

Aug 12. 110 / \$12,445.00    Sep 12. 70 / \$8,275.00

Sales Totals. 180 / \$20,720.00

Station Totals. 180 / \$20,720.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$259,000	CABL 0%	UNKN 0%	WBFX 0%	WCMG 0%	WPMY 32%
		WGHP 27%	WMYV 5%	WUPN 0%	WXII 28%	WXLV 8%

Books null  
 Demos RA35+

1 of 2

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— REMARKS —

tkS

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*14	SA	08/18-08/25 09/01-09/01	630P-7P	ABC WORLD NEWS	.30	\$40.00	1 0	2 1	2 0	\$80.00
		Station Remark. V20 spot aired late & in different program on sat 8/25. spot aired at 705p. [MADE-GOOD BY LINE 5] 35]								
*26	TU-F,M	08/14-09/03	11P-1135P	NEWS14 ABC45	.30	\$90.00	5	3	15	\$1,350.00
		Station Remark. V20 1x aired late on 8/29 (aired @ 1137p) due to the repb nat'l convention running over.								
*27	TU-F,M	08/14-09/03	1135P-1202A	NITELINE	.30	\$45.00	5	3	15	\$675.00
		Station Remark. V20 1x aired late on 8/30 (aired @ 1217m) due to the tmc running over.								
*28	TU-F,M	08/14-09/03	1202A-108A	JIMMY KIMMEL	.30	\$25.00	2	3	6	\$150.00
		Station Remark. V20 1x aired late on 8/30 (aired @ 120m) due to the tmc running over.								

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--REPORT TOTALS--  
 Report Totals. 38 / \$2,255.00

--SALES MONTHLY TOTALS--

Aug 12.	110 / \$12,445.00	Sep 12.	70 / \$8,275.00
Sales Totals. 180 / \$20,720.00			
Station Totals. 180 / \$20,720.00			
Lines not sent/rcld/rtrn. 0 / \$0.00			

--COMPETITIVE--

Market Totals	\$259,000	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WEMT 32%
		WGHP 27%	WMYV 5%	WUDN 0%	WXII 28%	WXLV 8%

Books null  
 Demos RA35+